

**Amendments to the Specification:**

Please replace paragraph [31] with the following rewritten paragraph:

B1 [31] In other embodiments, the distribution of business representatives may be correlated with geographic market-intelligence and demographic information, such as derived according to the methods and systems described in copending, commonly assigned U.S. Pat. Appl. No. [[--/---,---]] 10/028,471 entitled "METHODS AND SYSTEMS FOR DEVELOPING MARKET INTELLIGENCE," filed December 19, 2001 by Raymond Moore ("the market-intelligence application"), the entire disclosure of which is herein incorporated by reference for all purposes. By comparing internal and competitor sales information with an existing distribution of business representatives, it is possible to determine more effective reassignments of business representatives to achieve a competitive advantage. Various circumstances that may warrant reassignment are described in the market-intelligence application. Including demographic information organized according to the desired geographic-unit scheme permits even more effective reassignments to be made, as also described in the market-intelligence application.